

Statistics

Population (2003)

New Hampshire:	802,505	metro	(0.3% of total U.S. metro)
	<u>485,182</u>	non-metro	(1.0% of total U.S. non-metro)
	1,287,687	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

New Hampshire:	113,289 jobs	(14.8% of total New Hampshire employment)
United States:	25,834,574 jobs	(14.9% of total U.S. employment)

Number of Farms (2002)

New Hampshire:	3,363	(0.2% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

New Hampshire:	132 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

New Hampshire:	\$144.8 million
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #48

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Greenhouse/nursery	55,680	0.4
Dairy products	42,250	0.2
Apples	7,070	0.5
Cattle and calves	6,649	0.0
Hay	3,611	0.1

Value of Agricultural Products Sold Directly to Consumers (2002)

New Hampshire: \$10.4 million
United States: \$812.2 million

Farmers Markets (2004)

New Hampshire: 53
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

New Hampshire: \$1.2 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

New Hampshire: 510 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in New Hampshire: 1
Total: 96

Marketing Products and Services

Specific to New Hampshire

Farmers Market Workshop

A two-day workshop was held at the University of New Hampshire in November, 2005. It was sponsored by AMS, New Hampshire Farmers' Market Association, UNH Cooperative

Extension, UNH Office of Sustainability Programs, and New Hampshire Farm to Restaurant Association. The workshop covered such issues as marketing and signage, food handling and safety, and fundraising.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$42,500 was awarded to the New Hampshire Department of Agriculture, Markets and Food, in cooperation with Harvest New England Association, Vermont Apple Marketing Board, Vermont Agency of Agriculture and others, to analyze the market for fresh-cut apple slices in New England markets, and assess factors such as price, processing, distribution, and marketing needs to successfully expand the market.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.